

**INTENTION AND ROLE OF ANTI-BULLYING CAMPAIGN
OF FAMILY CHANNEL CANADA: A CRITICAL DISCOURSE
ANALYSIS APPROACH**

THESIS

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ABSTRACT

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Keywords: CDA, anti-bullying campaign, government, Family Channel Canada, intention, role, viewers.

Family Channel's Anti-Bullying campaign is an unprofitable advertisement that is created by Family Channel Canada and Canadian government as the two biggest powerful sides in Canada. Although the campaign asks people to take a stand against bullying, but it is well known ability to influence people and spread information makes Family Channel Canada and Canadian government insert their own importance behind it. Then, CDA is a suitable approach to analyze it. The study is aimed: (1) to identify the intention behind creating Family Channel's Anti-Bullying campaign; (2) to find out the role of Family Channel's Anti-Bullying campaign for society; (3) to find out whether the viewers agree or disagree with Family Channel's Anti-Bullying campaign.

This study uses qualitative quantitative approach to provide better understanding and answer to wide range of research questions. The qualitative research could provide in-depth and rich data, while the quantitative method is useful toward generalizing research findings.

This study reveals that behind the campaign, there is hidden intention to build good imagery of Canadian government and Family Channel Canada. This campaign's role is to lead the society to the path that has been planned by the Canadian government and Family Channel Canada and to mold public's opinion. Lastly, there are 143 agree comments from the total 509 comments, it could be generalized that viewers actually agree with this campaign.

The writer suggests the society to be more selective and smart in watching something. The powerful sides also should maintain their power well and use it only for the society needs. It would be better if the next researcher digs up deeper in the field of discourse in our daily life. Maybe, the discourse that lays behind some figures and images in advertisements. Developing the discourse behind those images could also do by combining the theory of CDA and theory of visual design.

ABSTRAK

Sumanto, Ossa Bodhi Tala. 2014. **Tujuan dan Peran dari Kampanye Anti-Bullying oleh Family Channel Kanada: Sebuah Pendekatan Analisis Wacana Kritis.** Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Syariful Muttaqin (II) Eni Maharsi

Kata Kunci: Analisis Wacana Kritis, kampanye anti-*bullying*, pemerintah, *Family Channel* Kanada, tujuan, peran, pemirsa.

Kampanye anti-*bullying* oleh *Family Channel* Kanada adalah iklan yang tidak merujuk pada keuntungan yang dibuat oleh dua pihak dengan kekuasaan besar di Kanada, yaitu *Family Channel* Kanada dan pemerintah Kanada. Meskipun kampanye ini mengajak orang untuk memerangi *bullying*, tapi kemampuannya yang terkenal untuk mempengaruhi orang dan menyebarkan informasi membuat *Family Channel* Kanada dan pemerintah Kanada memasukkan kepentingan mereka sendiri di dalamnya. Lalu, Analisis Wacana Kritis adalah sebuah pendekatan yang cocok untuk menganalisisnya. Penelitian ini bertujuan: (1) untuk mengidentifikasi tujuan dibalik pembuatan kampanye anti-*bullying* oleh *Family Channel* Kanada; (2) untuk mengetahui peran dari kampanye anti-*bullying* oleh *Family Channel* Kanada untuk masyarakat; (3) untuk mengetahui apakah pemirsa setuju atau tidak dengan kampanye anti-*bullying* oleh *Family Channel* Kanada.

Studi ini menggunakan pendekatan kualitatif kuantitatif untuk pemahaman yang lebih baik dan menyediakan jawaban untuk rumusan masalah yang lebih luas. Penelitian kualitatif dapat menghasilkan data yang dalam dan rinci, sedangkan metode kuantitatif berguna untuk menggeneralisasikan temuan.

Studi ini mengungkapkan bahwa dibalik kampanye ini ada tujuan untuk membangun citra yang bagus bagi pemerintah Kanada dan *Family Channel* Kanada. Kampanye ini berperan untuk mengarahkan masyarakat ke arah yang sudah direncanakan oleh pemerintah Kanada dan *Family Channel* Kanada dan membentuk opini publik. Terakhir, terdapat 143 komentar setuju dari total 509 komentar, dapat dikatakan bahwa umumnya pemirsa setuju dengan kampanye tentang gerakan anti-*bullying* ini.

Penulis menyarankan masyarakat untuk lebih selektif dan pintar dalam menonton sesuatu. Pihak-pihak yang berkuasa seharusnya menggunakan kekuasaan mereka dengan bijak demi kepentingan masyarakat. Akan lebih baik jika peneliti selanjutnya menggali lebih dalam bidang wacana sehari-hari. Seperti wacana dibalik gambar maupun poster pada iklan. Mengembangkan wacana pada gambar-gambar tersebut dapat dilakukan dengan mengkombinasikan teori Analisis Wacana Kritis dan teori rancangan visual.

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